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**Recent Advances in Business Administration**

# **Recent Advances in Business Administration**



**Proceedings of the 4<sup>th</sup> WSEAS International Conference on  
Business Administration (ICBA '10)**

**University of Cambridge, UK, February 20-22, 2010**

**Recent Advances in Computer Engineering  
A Series of Reference Books and Textbooks**

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## **Preface**

This year the 4th WSEAS International Conference on BUSINESS ADMINISTRATION (ICBA '10) was held at the University of Cambridge, UK, February 20-22, 2010. The conference remains faithful to its original idea of providing a platform to discuss accounting, agribusiness, agricultural economics, business communications, business education, business ethics, business law, case studies related to business, computer information systems, conflict negotiations, conflict resolution, decision sciences, economics, entrepreneurship, engineering (related to business), finance, health and hospital administration, hospitality industry, human resource management, industrial engineering, international business, information systems, management, management information systems, manufacturing engineering, marketing, organizational communication, organizational psychology, public administration, psychology (related to business), real estate, sociology (related to business), supply chain management, sustainable urban neighbourhoods, taxes, teaching (all areas of business), travel/transportation/tourism etc. with participants from all over the world, both from academia and from industry.

Its success is reflected in the papers received, with participants coming from several countries, allowing a real multinational multicultural exchange of experiences and ideas.

The accepted papers of this conference are published in this Book that will be indexed by ISI. Please, check it: [www.worldses.org/indexes](http://www.worldses.org/indexes) as well as in the CD-ROM Proceedings. They will be also available in the E-Library of the WSEAS. The best papers will be also promoted in many Journals for further evaluation.

A Conference such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Editors





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